Position Title: **DIGITAL MEDIA PRODUCER**

Department: Marketing and Communications

Reports to: Director of Marketing and Communications

Classification/ FLSA Status: Level II (Non-Exempt)

Primary Function: The digital media producer, under the direction of the director of marketing and communication, plans and implements a comprehensive digital media strategy, oversees digital advertisements, and creates online content for various platforms.

Key Responsibilities:

1. Reflect, articulate, and promote the mission, vision, and identity of Sherman College of Chiropractic throughout the institution and to all constituencies, both internal and external.

2. Ensure articulation of Sherman College's image position and brand throughout the institution and to all constituencies, both internal and external.

3. Partner with colleagues across campus to develop digital content for college marketing and communications initiatives/events, with preference given to the Offices of Institutional Advancement and Enrollment Services; additional work will support the President's Office, Academic Affairs, Continuing Education, Lyceum, the Chiropractic Health Center and other departments as time and priority allows.

4. Research, implement, and manage a digital marketing strategy across Sherman's digital channels, including social media, video marketing and paid advertising, utilizing analytic tools to measure campaign performance and success.

5. Prepare a monthly detailed status report outlining the performance and effectiveness of digital marketing campaigns.

6. Manage the college's social media channels to include content creation, audience engagement, analytics reporting, and trend monitoring while continuously collaborating with the mar-comm team to ensure brand consistency.

7. Promote the college to internal and external audiences by capturing various college events and stories via photography and video for use in content creation. Expand the creation and use of new and re-purposed videos via various channels to share the Sherman brand.

8. Contribute to internal and external college publications, including *Excel* magazine, the *Sherman Shares* e-newsletter, Enrollment/Recruiting publications and e-newsletters and other internal and external college digital communications.

9. Collaborate closely with the mar-comm team to ensure cohesive brand messaging across all platforms, print and digital.

10. Train and oversee work-study students and/or international students completing service in the department.

11. Mentor interns seeking experience in marketing and design through collaboration with our experiential health center learning model.

12. Lend enthusiastic support to college policies and to fellow co-workers, particularly in the presence of students.

13. Participate in professional development opportunities that enhance skills and spark forward-thinking ideas to elevate engagement via marketing and communications when permitted by budget.

14. Participate in the annual Lyceum program.

15. Fulfill other duties as assigned by the director of marketing and communications.

16. Demonstrate commitment to the mission of Sherman College at all times.

Basic Knowledge and Skills:

1. Bachelor's degree required, preferably with a major in communication, journalism, public relations, English or related studies;

2. Excellent verbal and written communication skills;

3. Proficiency in Microsoft programs; experience in graphic design and social media content creation using Canva, Adobe Creative Cloud (InDesign, Photoshop, Adobe After Effects, Adobe Audition, Adobe Photoshop) with the ability to manage all aspects of digital production, from basic scripting of a video to shooting and editing;

4. The ability to organize and manage multiple priorities under deadline;

5. Ability to compose and prepare reports, records and correspondence without error;

6. Ability to deal effectively with the public and college constituents in giving and obtaining information.

Preferred Knowledge and Skills:

1. Previous higher education or non-profit experience;
2. Experience in social media management;
3. Experience in digital ad funnels;
4. Knowledge of chiropractic.

Physical demands and work environment:

Physical demands: While performing the duties of this job, the employee is occasionally required to walk, stand, sit; use hands to finger, handle or feel objects or controls; reach with hands and arms; talk and hear. Specific vision abilities required by the job include close vision, distance vision and the ability to adjust focus. Employee may also be required to pull, lift and/or carry 25 lb. maximum.

Mental stress: Fast-paced office environment with numerous and simultaneous demands and deadlines.

Work environment: While performing the duties of this job the employee works in a controlled work environment and the noise level in the work environment is usually minimal.

General sign-off: The employee is expected to adhere to all company policies and to act as a role model in the adherence to policies.

I have read and understand this explanation and job description:

_____ _____

Signature Date